

WITH THIS COUPON.
Ball-Bearing Roller
Skates, 98c



Nickel plated extension skates, adjustable to any size shoe and fitted with straps for boys or girls.
Fourth Floor.

WITH THIS COUPON.
Hawkeye Cameras at
\$1.89



No. 2 Eastman Hawkeye Camera—makes picture 2 1/4 x 3 1/4, \$1.89. Lex. Ave. Arcade.

The
Store
of
Certain
Satisfaction.

ALL CARS TRANSFER TO
Bloomingdale
59th to 60th Street Lex. to 3d Av. Plaza 5900

Easy
to
Reach
from
Anywhere.

WITH THIS COUPON.
\$1.25 Repeater Alarm
Clocks, 98c



Alarm rings alternately for 10 minutes; fully guaranteed; 30-day movement; highly polished nickel case, with bell on back; guaranteed perfect timepiece; coupon price, 98c.
Main Floor, 3d Ave. Plaza 5900.

WITH THIS COUPON.
\$1.00 Gem Junior Safety
Razors, 69c



Has 7 blades and a stropper, compact in case. Why pay 1.00 elsewhere? GEM BLADES—Fit other like razors; 7 29c. Why pay 50c elsewhere? Main Floor, Lex. Arcade.

To-Morrow, Our Great Coupon Day for April

WITH THIS COUPON.
100 Women's and Misses' Suits, Special at
\$8.75



You can save exactly one dollar on each of these suits, as they sell regularly at \$9.75. The materials are Serges, Diagonals, Fancy Mixtures. Remember, choice of any fine, up-to-the-hour models, in all sizes, \$8.75.
Second Floor.

A great day of economies for you—one of the twelve that occur throughout the year. Every coupon day is bigger than the last—offers choicer merchandise, greater values and more irresistible economies. Clip the coupons and bring them with you to the store. They will help you shop rapidly and to best advantage. There are few words in our descriptions, but every item is a rare value. Come in and choose your saving.

WITH THIS COUPON.
Dining Table and 4 Genuine Leather Box Seat
Chairs, the Set, \$14.75



The table is made of solid oak and opens up to 6 feet; heavy base and claw feet. Four genuine leather box seat dining chairs.
Fourth Floor.

A New Law Has Been Passed
directed against those who publish false or misleading advertisements.
Bloomingdale Bros. made their own law on this point—long ago and print a statement of it repeatedly in their advertising.
Our law, as thus published, insisted that every statement in our advertising be the truth. The department heads sign to the truth of every advertisement, and the signatures are kept on file in the office of the firm.
That's Why Our Store Is Packed With Customers.

WITH THIS COUPON.
Complete Bed Outfit, \$6.95



This \$6.95 Bed Outfit offered at about half regular value.
Handsome Continuous Post Bed; has reinforced woven wire metal frame spring, soft top mattress, \$6.95.
Fourth Floor.

WITH THIS COUPON.
250 Women's & Misses' Cloth Dresses, Regular
Prices \$5.00 & \$6.95, at
\$4.75



Tomorrow we shall take 100 dresses that sold at \$5.00, and 150 dresses that sold at \$6.95, and mark them all \$4.75 for Coupon Day. There are about 5 styles in all new materials and all colors.
Second Floor.

WITH THIS COUPON.
Women's Shoes, \$1.55



End lines of our \$1.55 and \$2.50 grades, including patent leather, tan Russian and dull kid Oxfords and pumps, and patent and dull button boots.
Women's \$3.00 Colonials, \$2. About 200 pairs, this season's styles in patent and dull leathers; some sizes missing.
Women's Kid Juliets, 98c. Black kid Juliets with flexible soles and rubber heels; sizes 4 to 8.
Boys' and Girls' Shoes, \$1.10. Boys' satin calf bluchers, sizes 9 to 13; Girls' kid button, dull button and lace; sizes up to misses' 2.
Boys' and Girls' Shoes, \$1.35. Girls' high cut button shoes; Boys' regular cut bluchers; sizes for the larger children.
Second Floor.

WITH THIS COUPON.
White and Colored Wash
Goods

White Dotted Swiss, fine and sheer for waists, dresses and curtains; various sizes dots; yard 10c.
Crimble Underwear Gripe, 30 inches wide, instead of 35, 25c.
Persian Lawns, 47 in. wide, at yd. 25c.
Long Cloth, soft chambray finish; yard wide; put up in 10 yard pieces; extra special, at piece, 79c.
White Voiles and Crepes, 45 in. wide; extra special, at piece, 25c.
Remnants Voiles, Crepes and Rice Cloth in Beautiful Printed Designs; extra 12 1/2c.
Greatest assortment of these popular fabrics shown in New York. Sold in most stores at double the price and more, but because they are in mill remnants, the price is only 12 1/2c. Main Floor, Near Rotunda.

WITH THIS COUPON.
\$1.50 Book
Stands, 98c



Bamboo Book Stand, 41 inches high, with four burn wood shelves.
Upstairs Dept., 4d Floor.

WITH THIS COUPON.
Leather
Hand
Bags, 39c



Five styles, scalloped leather lined; pocket and purse. Fancy frames.
Main Floor.

WITH THIS COUPON.
8-Day Mantel Clocks,
\$2.66



Three beautiful styles for selection; mahogany finish cases, 5-in. porcelain dial, fully guaranteed 8-day movement, striking hour and half hour on cathedral gong, \$2.66.
Main Floor.

WITH THIS COUPON.
This Beautiful \$10 Brass Bed,
\$6.50



3-inch post, 3-inch heavy wire, large hucks on sides; finished with Dama and a square; bright or satin finish.
Fourth Floor.

WITH THIS COUPON.
Table Cloths, Napkins and Damask
\$1.39 All-Linen Table
Cloths, 94c

Hemstitched or hemmed, and some with open work. No mail, phone or C. O. D. orders filled. Mergers Table Cloths, pure bleached, at.....
Hemstitched Damask Set, \$2.98.
Hemstitched Table Cloth, about 3 yards long, and 4 dozen napkins to match; all white; also colored border; hemstitched sets.
Bleached Table Damask, 3 yards wide; excellent heavy quality.....
Napkins, German union linen; put up in half dozen lots.....
Remnants of Bleached Table Damask, Yd., 19c.
No mail or phone orders. Remnants are 1 1/2, 2, 3, and 3 yard lengths, pure bleached, in a variety of designs.
Odd Lot of Hemmed Damask Napkins, Ea. 5c.
Linen slash damask napkins. (No mail or phone orders filled).
Main Floor, Near Rotunda.

WITH THIS COUPON.
14, 16 and 18 Inch Fibre
Matting
Bags, 39c



Two cut sizes of 14 inch matting bags, 39c.
24-Inch Matting Cases, 99c—Value \$1.49.
Two leather straps all around, two clasps and lock and key. Same style case, 34 inches, \$1.00.
Main Floor.

WITH THIS COUPON.
Women's Stockings, 6c

Good quality 3-Thread Cotton Hose.
Women's 25c Hose, 14c. Lisle thread and full fashioned cotton; black and white and tan. No imperfections.
Women's 39c Silk Hose, 21c. Plain, seamless and full fashioned; made with deep garter tops; linen spliced heels and toes; colors, black and white; some show harmless imperfections.
Main Floor.

WITH THIS COUPON.
500 Men's & Youth's \$8 Suits
at \$6.88.



Plain or fancy blue serge, black serge, black chevrons and corded in numerous patterns; sizes for youth, 22 to 24 years; 25 to 30 years; 30 to 35 years; 35 to 40 years; 40 to 45 years; 45 to 50 years; 50 to 55 years; 55 to 60 years; 60 to 65 years; 65 to 70 years; 70 to 75 years; 75 to 80 years; 80 to 85 years; 85 to 90 years; 90 to 95 years; 95 to 100 years.
Main Floor, Near Rotunda.

WITH THIS COUPON.
"Knickerbocker"
Sewing Machines
3-Drawer
Drop Head \$10.50



Golden oak, cabinet finish; automatic bobbin winder; full set of attachments, including ruffler, tuck, and shirring plate, under presser, and other useful features; complete, \$10.50.
Lexington Ave. Arcade.


This Whole Week!
Our 49th Quarterly Trade Sale
of
Dressmakers' Supplies & Notions
Enormous stocks of needfuls and household utilities, including
Shoe Findings, Dress Shields, Notions, Cottons and Silks, Pins, Needles, etc.
At Very Great Reductions
An exhaustive catalogue of this very important sale will be handed to you as you enter the store, or mailed upon request.
Main Floor.

WITH THIS COUPON.
Set Slip Covers, \$3.50



For a free piece of suit, made of best quality cotton damask, with shirring and shirring; 30 yards of material allowed.
Main Floor.

WITH THIS COUPON.
6 White Rose Soap, 15c



Pure white vegetable oil floating soap; the same size cake of a better quality soap than you usually pay 15c for.
Main Floor.

WITH THIS COUPON.
Girls' Trimmed Hats
(Special) at 99c



A heaping tableful of fine trimmed and ready-to-wear hats, in black, white, green, white and two-tone colors. Main Floor.

WITH THIS COUPON.
Women's 25c Hose, 14c

Lisle thread and full fashioned cotton; black and white and tan. No imperfections.
Women's 39c Silk Hose, 21c. Plain, seamless and full fashioned; made with deep garter tops; linen spliced heels and toes; colors, black and white; some show harmless imperfections.
Main Floor.

WITH THIS COUPON.
\$1.50 Gold Dumbbell
Cuff Buttons, \$1.00



Plain or fancy designs.
Main Floor, Third Av. Centre.

WITH THIS COUPON.
Sheets, Pillow Cases & Muslins

Seamless Bed Sheets, single bed size, regular, sold at 39c, at.....
Bed Sheets, made to order, for three-quarter and double bed sizes, 72x90 inches and 84x90 inches, at.....
Pillow Cases, an odd lot, made of the best grades of bleached casing, size 46x66 inches and 66x86 inches, at.....
Fruit of the Loom and Dwight Anchors Bleached Sheetings, best quality, sold at 27c.
Bleached & Brown Muslin, yd. 5c.
Value 8c and 9c. (On account of the extreme low price, no mail, or C. O. D. orders will be filled.) Splendid soft finish muslin for underwear, sheets, pillow cases and for various other family usages. Main Floor, Near Rotunda.

WITH THIS COUPON.
Box of Correspondence
Paper, 7c



Box containing 24 sheets of correspondence paper, with 24 envelopes, with 24 match, with 24c. value. Main Floor.

WITH THIS COUPON.
This Reed
Rocker, \$1.98



This large, comfortable reed rocker, with wire roll to prevent breaking; high back and broad seat.
Fourth Floor.

WITH THIS COUPON.
8.3x10.6 Rugs, \$11.75



These are Seamless Brussels Rugs, and every housekeeper is familiar with them, with which they are kept clean. Especially suitable for bed, dining and living rooms. \$11.75 Mottled Antrim Rugs, 8x10, \$11.75. Rag Rugs—18 x 30 inches; old-fashioned hit or miss pattern rugs.....
Mottled Smyrna Rugs, 8x10, \$11.75. Rag Rugs—18 x 30 inches; old-fashioned hit or miss pattern rugs.....
These rugs have no \$2.95 fringe.....
Fourth Floor.

WITH THIS COUPON.
Men's Shoes & Oxfords, \$1.85



Coupon Day clean-up of odd lots, including patent leather, button and lace shoes.
Men's \$3.00 to \$4.00 Oxfords, \$2.50.
Several styles in tan and black leather; two sizes, 10 and 11, for \$3.00, \$3.50 and \$4.00, reduced to \$2.50.
Second Floor.

WITH THIS COUPON.
5-inch Ribbons, 12 1/2c



5-inch gros grain more ribbons in good millinery shades. Black Velvet Ribbons, satin back, for dress and millinery, trimming, from 1 to 4 1/2 inches; from yard, \$2 to 40c. Main Floor.

WITH THIS COUPON.
Women's Dresses, 74c

Women's percale dresses in medium and light colors. Very desirable in every way, and unusual value even on a coupon day.
Second Floor.

WITH THIS COUPON.
Men's Underwear 18c.

Men's Balbriggan shirts and double-seamed drawers to match, and Men's white knit shirts and drawers; also men's white nainsook athletic style shirts and drawers; choice of any style.....
Men's Fine Ribbed White Cotton Union Suits and Men's plain white mesh knit Union Suits; also Men's fine check Nainsook Union Suits; choice of any style.....
Main Floor.

WITH THIS COUPON.
500 Boys' \$2.50 Norfolk
Model Suits
at \$1.88



Plain blue serge and fancy chevron materials; latest spring style; sizes 7 to 16. \$1.88.
Second Floor.

WITH THIS COUPON.
Sheet Music, 3c



Edelweiss, Zampa, Salut a Peeth, Consolation, The Flatterer, My Old Kentucky Home, Monastery Bells, Scarf Dance, Bohemian Girl, Orliblin, The Mocking Bird, Patriotic Songs. 1c extra per copy for mailing.
Third Floor.

WITH THIS COUPON.
Girls' Dresses, 87c



Colored Linen Dresses, with collar and cuffs of striped percale and lacing on front, and Gingham Dresses, waist in plain color and plaid skirt, also Percale Dresses in plain colors, trimmed with stripes; sizes 8 to 14 years.....
Children's fine and blue Gingham Dresses, with plaid yoke and sleeves trimmed with folds of white; sizes 1, 2 and 3 years.....
Second Floor.

WITH THIS COUPON.
Framed Pictures, 98c



Choice collection of handsome pictures, 8x10, 10x12, 12x16, 14x18, 16x20, 18x24, 20x28, 24x36, 30x40, 36x48, 40x60, 48x72, 60x84, 72x96, 84x108, 96x120, 108x144, 120x168, 144x192, 168x224, 192x256, 224x296, 256x336, 296x392, 336x448, 392x512, 448x576, 512x640, 576x720, 640x800, 720x912, 800x1024, 912x1152, 1024x1280, 1152x1440, 1280x1600, 1440x1824, 1600x2048, 1824x2304, 2048x2592, 2304x2944, 2592x3264, 2944x3728, 3264x4144, 3728x4704, 4144x5248, 4704x5952, 5248x6656, 5952x7504, 6656x8448, 7504x9504, 8448x10624, 9504x11904, 10624x13376, 11904x14944, 13376x16832, 14944x18784, 16832x20992, 18784x23360, 20992x26048, 23360x29248, 26048x32896, 29248x36448, 32896x40704, 36448x45472, 40704x50704, 45472x56704, 50704x62704, 56704x69704, 62704x77704, 69704x86704, 77704x95704, 86704x106704, 95704x116704, 106704x126704, 116704x136704, 126704x146704, 136704x156704, 146704x166704, 156704x176704, 166704x186704, 176704x196704, 186704x206704, 196704x216704, 206704x226704, 216704x236704, 226704x246704, 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